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Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.

Palatka, Florida

Government Should Handle Army Social Work Through a Single Agency

By **RAYMOND B. FOSDICK**, Training Camp Commission



Social work in the army in any future emergency should be handled by the government itself through a single nonsectarian agency.

It seems to me that the lesson of the war in social work involves perhaps three points: The elimination of sectarian auspices; reduction in the number of agencies employed, and the transfer to the government itself of much of the activity hitherto left to private initiative.

After eight months with the troops in France I am convinced that the average woman worker attached to a hut is worth four or five men workers. Certainly her effect on the morale and spirit of the troops is extraordinary. An "Honest to God American Girl," as the soldiers call her, can do more to keep the men cheerful and create an atmosphere of home than any other factor; and the work of our women in France—Y. M. C. A. girls, Salvation Army girls, Red Cross girls, and the representatives of other agencies—has been in no small degree responsible for the unflagging devotion and inexhaustible patience with which our troops carried forward their high enterprise.

Our men have been glad to receive what the societies had for them in the shape of service or supplies, and they have not cared two straws whether it came from Protestant, Catholic or Jewish hands. Our boys fought at Chateau Thierry and in the Argonne as Americans. They did not fight as Protestants, Catholics or Jews.

As a matter of fact there is no reason for sectarianism. The religious interests of the army are wisely confined to the chaplains.

Heat and Tuberculosis.
James B. Murphy and Ernest Sturm (Journal of Experimental Medicine) subjected mice to heat and a week later inoculated them with a strain of tuberculosis virulent for mice. These animals displayed a greater resistance than normal.

The Time He Hurries.
When a seventeen-year-old boy's father tells him it's time he was picking out a trade he doesn't see any reason to hurry. But when his girl tells him the same thing he begins deciding between statesmanship and professional baseball right away.—Kansas City Star.

A REAL FARM FOR HOGS OR DAIRYING.

120 acres; 80 under hog proof fence and cross fences; 50 under cultivation; flowing well; good five room house and big barn, together with outhouses. In heart of famous East Palatka-Hastings potato belt; 3 miles from East Palatka on brick highway. Ideally situated for livestock, dairying or general farming. Rich, black potato soil. Price \$10,000. Terms. Fred T. Merrill, Palatka, Fla.



UNTIL the war-worn world has regained its old-time efficiency where are the hungry millions of Europe and Asia to get enough to eat? This is our biggest international problem. To stimulate food production we offer large premiums for the best exhibits of farm crops.

FLORIDA STATE FAIR
Jacksonville, Florida
NOVEMBER 22-29

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	-	15c
Per month	-	-	50c
Three months	-	-	\$1.50
Six months	-	-	2.50
One year	-	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

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